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ZVOLANEK'S

Commercial Grower and Gardeners' List OF Early or Winter-Flowering **Sweet Pea Seed**

June 1928 to June 1929



*The Highest Developed Types of
Sweet Peas Obtainable*



TO protect our friends from fraud every package of our Winter Flowering Sweet Pea Seed must bear our above Trade Mark or they are not Zvolaneks. Do not accept any others as genuine.



ANT. C. ZVOLANEK AND SONS

Established 1889-1890

SWEET PEA RANCH LOMPOC, CALIFORNIA



MRS. H. S. HOLSCHER
(Reduced in size)

To Our Brother Grower Florists



FOR MORE than 20 years, I have predicted that the Winter-Flowering Spencer Sweet Peas would dominate the Cut Flower Market, just like Roses and Carnations, and this is true now all over the world.

Most all commercial Sweet Pea growers are raising only our original Winter or Early Sweet Peas, not only in the greenhouses in winter, but out of doors just as well. They are in many instances much larger, better producers and more heat resisting in summer than the late flowering type. If sown out of doors in March or April they will bloom in about 65 days, most any place in the United States or Canada. If sown in June in a cooler climate where the summer heat is not much over 90° F. they will bloom until the freezing weather.

In the semi-tropical climates, like Florida, states bordering the Gulf of Mexico or near the Pacific ocean, they bloom practically every day in the year out of doors, without hardly any protection, when sown two to three months apart.

For a generation, we have raised only Winter-flowering Sweet Pea seeds, which we have supplied to over 15,000 commercial growers all over the world to the best of satisfaction.

Satisfaction is our aim and we would rather lose a sale than have a dissatisfied grower. We do very little advertising for our superior seeds advertise themselves. This little Price List brings usually 95% of all our orders, so try to keep it handy.

At the different Flower Shows our customers usually exhibit the best Sweet Pea flowers. You will find there is none better.

There are some professional exhibitors, who in many instances buy the best blooms from the wholesale houses and exhibit them as there own. Sometimes they will change the name providing the varieties are not well known, or they will dye them in a skillful manner and make them appear as a new color. Many judges have been fooled this way.

During the last few years there has been many novelties advertised. We have bought many of them for comparison, but in every case we find them to be our own origination. Some are now in commerce or under observation, but are usually our seeds that have strayed or been picked out from our mixture.

I would like to invite everyone to our Floradale Farm in Lompoc Valley to see our novelties. This year the entire farm is planted solid with Early-Flowering Sweet Peas. There are over three hundred distinct varieties, each group occupying a space ranging from 50 square feet to 6 acres. The sight of such splendid flowers growing on one piece of land cannot be duplicated the world over.

By May 1st these flowers will begin to bloom and I expect them to be one mass of flowers by the 25th. Everyone is cordially invited to see them.

Lompoc is 315 miles south of San Francisco, 165 miles north from Los Angeles, just about 5 hours ride by auto. We are about 65 miles or less than 2 hours drive from Santa Barbara. All the highways to Lompoc are paved with concrete, in good condition and provide a pleasant trip.

Sincerely yours,

ANT. C. ZVOLANEK,
Originator of Winter Sweet Peas
LOMPOC, California.

Special Offer

We give 6% discount on every cash order of \$10.00, also one packet of any novelty listed. 10% on \$15.00 and 2 packages of novelties. 15% on \$20.00 and 3 novelties. 20% on \$30.00 and 4 novelties, and 25% on any cash order over \$75.00 with choice of a package of all novelties listed, post or express prepaid.

Novelties for 1928-1929

MRS. H. R. HOLSCHER—Clear light pink of large size and robust grower. It is exactly like our Perfection, differs only in color. Prefers plenty of sunshine and air. In northeast should be sown later to bloom in February or later, but in the south it is one of the best all year growers. Mr. Holscher, who is one of the largest sweet pea growers of Providence, R. I., recommends it highly, also many others that have tried it.

MISS ANNIE HOLSCHER—white, blue-variegated, one of the earliest. Very handsome where small quantities of art flowers are grown.

The following Novelities are listed under number and we wish our customers to suggest names for them, after a good trial.

NO. 118—large pink, slightly salmon, long stems.

NO. 124—silver-blue, long stems, very early.

NO. 052—mammoth pink, salmon touch, mostly double flowers, long stems.

NO. 053—very large orange salmon, double, long stems.

NO. 056—orange red, very large, long stems.

NO. 057—orange red, medium, but larger and brighter than Eldorado.

NO. 087—large orange true.

NO. 089—mammoth light pink, second day turning to dark rose.

We believe the 10 varieties listed above to be great improvements over the existing commercial sweet peas and should be tried by all lovers of beautiful blooms.

New Semi Cupids, Winter or Early Sweet Peas

This type of sweet pea is more adapted for pot plant growers as they grow about 16 inches high and bloom in about 3 months. I predict that in a few years they will be grown to a great extent in 8 inch tubs or larger for Christmas and Easter. They are also excellent for out door planting just like Verbenas or Pansies.

NO. S3—lavender.

NO. S7—lilac.

NO. S21—red.

NO. S23—white.

NO. S24—dark rose.

All of the fifteen listed novelties are not for sale. We give one or more varieties free with cash orders of \$10.00 or more. Select any variety you wish with your order. Send us your order as early as possible and you will receive your selection. If your order is late and we are unable to supply your special selection, we will send you the nearest color.

Pink Colors

ZVOLANEK'S AMBEROSE—a most mammoth size, rich pink underlay with amber, very long stems. It is much larger, and of a better shape than the first which we introduced some-time ago. Every commercial grower should have this seed.

ZVOLANEK'S EMPRESS—a light pink, very large and good commercial variety, changing into a deep rose with age.

ZVOLANEK'S CHICAGO PINK—a bright pink with a pleasing salmon touch, extra long stems and well set flowers. Introduced by us last year. It has proven to be a first class commercial variety for wholesale market. We are already holding large advance orders from growers who were fortunate last year to buy some of these seeds.

GIANT ROSE—pink on white ground, very large; similar to improved L. Gude.

SUPERIOR PINK—medium size, dark pink and pleasing color. Price: 1 oz. \$1.50, 4 oz. \$4.00, 1 lb. \$12.00.

ZVOLANEK'S ROSE—this is the Queen of all rose sweet peas. For many years it has reigned with its dominate color. It is of an unusually large size and shape and is very productive. This flower is well known the world over.

ZVOLANEK'S PINK—practically the same as our Rose, only one shade darker and an earlier grower.

ZVOLANEK'S SUNBEAM—light pink, similiar in color to the Rose Queen only twice as large, longer stems and better producer.

Price: 1 oz. \$.75, 4 oz. \$2.00, 1 lb. \$6.00.

ZVOLANEK'S LOISE GUDE—a very large shell pink and old time favorite with wholesale growers.

ZVOLANEK'S ELITE—shell pink on yellow ground, long stems and big well set flowers.

ZVOLANEK'S MRS. A. SKACH—clear pink and one of the oldest winter flowering Spencers; nearly 20 years standing.

ZVOLANEK'S MRS. SIM ORCHID—light pink and does well as market flower.

ZVOLANEK'S ROSE QUEEN—practically the same as Sim Orchid.

ZVOLANEK'S JEANE MAMITCH—light pink, larger than Rose Queen.

Price: 1 oz. \$.50, 4 oz. \$1.75, 1 lb. \$5.00.

Orange and Salmon Colors

ZVOLANEK'S PRINCESS—a light salmon, immense in size, does not fade but improves in color. Introduced three years ago. It is now intensively grown by the best posted growers. Every year we were sold entirely out of this number, but we expect to have enough seed this year.

ZVOLANEK'S SANTA BARBARA—a mammoth dark orange, extremely long stems, well built flowers. It will remain as the Queen among the darker orange Sweet Peas. We are receiving many letters praising this flower and recommend it as a first class variety.

Price: 1 oz. \$2.00, 4 oz. \$6.00, 1 lb. \$15.00.

ZVOLANEK'S IMPROVED MISS I. PILAT—an extra large light salmon pink of the finest color; does not fade in strongest sun. Strong grower and long stems.

ZVOLANEK'S COMET—light salmon or light coral which is difficult to describe, long stems, hardly any threes and if well grown majority will double.

ZVOLANEK'S EXQUISITE—(*improved*) a dark pink with a touch of orange throughout, giving the flower a lively appearance. Large size, long stems and 99½% true.

ZVOLANEK'S SWEETHEART—A dark salmon, slightly touched with orange; extra giant size, long stems, mostly fours. We predict this sweet pea to take the Sweet Pea world by storm. 90% true.

ELDORADO—Orange salmon. Darker than Mrs. Kerr, but much larger and 100% better.

Price: 1 oz. 75c: 4oz. \$2.00: 1 lb. \$6.00.

ZVOLANEK'S ORANGE—The color is a firey scarlet orange, nothing like it in any other sweet pea. Very long stems with nearly always four flowers. It is the same size and shape as the well known Miss L. Gude, excepting color. Widely known by all commercial growers.

MISS Y. GILBERT—Several years ago we discarded this variety but we are again putting it on the market. A Begonia-Rose self, very similar to Burpee Cheerful, only outclassing it in every way.

BURPEE CHEERFUL—Rose Dore.

MRS. KERR—Rich salmon, overlaid with soft tinge of orange.

BURPEE ORANGE—Glistening orange.

Price: 1oz. 50c: 4 oz. \$1.75: 1 lb. \$5.00.

White Colors

ZVOLANEK'S WHITE ROSE—A very large, beautifully formed pure white. It is the duplicate of our famous Zvolanek Rose; except the color. Introduced several years ago. We were not able to supply enough seed for all the demand. We are already holding 70% of expected crop in advance orders on our books. This variety is a very light seeder. White seeded.

ZVOLANEK'S EARLY WHITE—Practically the same in every description as the White Rose, only one week earlier.

WHITE HARMONY—White black-seeded, by opening slightly pink but turning into pure white when full open.

Price: 1 oz. \$1.50: 4 oz. \$4.50: 1 lb. \$15.00.

ZVOLANEK'S WHITE—The largest white seeded white; the flowers are wide apart and nearly all fours; majority with double wings or standards. The very best commercial white.

IMPROVED SNOW STORM—White seeded.

ZVOLANEK'S IMPROVED SWAN—The very best commercial black seeded white; rather short grower with very large ruffled flowers. Foliage heavy. Improved purest white. Long stems.

ZVOLANEK'S BRIDAL VEIL—Well known white seeded white, and highly praised by any commercial florist.

SNOWFLAKE—Practically the same.

WATCHUNG ORCHID—Large and good free bloomer, it is usually a little pink on the standards, but changes to a pure white when full open.

VENUS—Best shaped flower, white edged pink, most extensively used and highly praised by all growers. With orange blossom scent. Black seeded.

Price: 1 oz. 40c: 4 oz. \$1.25: 1 lb. \$4.00.

Lavender

ZVOLANEK'S MICHIGAN—Lavender self, of mammoth size. It is double the size of Ed Zvolanek and larger. Of darker lavender. Introduced in 1926 with many recommendations. Every commercial grower should try it.

ZVOLANEK'S BOSTON—This is a mammoth lavender, just as large as Zvol. Michigan, long stems, flowers well formed of light, lavender and an excellent producer. It has been well tested by many large growers and recommended as a first class commercial Sweet Pea.

Price: 1 oz. \$1.50: 4 oz. \$4.00: 1 lb. \$15.00.

ZVOLANEK'S PHILADELPHIA—Fine large clear lavender that has a tendency to bloom a week in advance of all other lavenders and a great producer. Much better than Harmony. Highly recommended.

Price: 1 oz. \$1.00: 4 oz. \$3.00: 1 lb. \$10.00.

ED. ZVOLANEK—Purest lavender, similar to Mrs. Chas. Zvolanek in color but very large. A good bloomer in darkest winter. If well grown, the majority of the flowers produce four to a stem with double wings or standards. This variety is a great improvement over all other lavenders.

ZVOLANEK'S LAVENDER—This fine novelty is of pure lavender throughout with no suspicion of Mauve. The flowers are of immense size with very long stems and a free bloomer. Once tried it will always be in demand. Slightly lighter than Ed. Zvolanek.

ZVOLANEK'S LAVENDER NORA—A clear lavender, long stems. On request of several growers and old timers, we have started to raise some of the seed of this old girl, which was the leader in lavender 25 years ago.

MRS. CHAS. ZVOLANEK—A leader in the lavenders. A beautiful clear lavender of great size and very best color. It does not change its color in winter and is unexcelled for outdoors.

HARMONY—A good clear lavender.

Price: 1 oz. 50c: 4 oz. \$1.75: 1 lb. \$5.00.

Dark Blue and Maroon

ZVOLANEK'S INDIGO BLUE—A very fine shaped flower of dark blue self color and very long stems, much better than Marquis. Blooms good in December and January. Best commercial of this color. Introduced 1926 and recommended by everyone who has tried it.

Price: 1 oz. \$1.50: 4 oz. \$4.00: 1 lb. \$15.00.

ZVOLANEK'S BLUE WONDER—A wonderfully large clear blue. The same size as the famous Zvolanek Rose. Very robust grower with mostly fours to a long stiff stem. Color getting deeper the longer they are on the vine.

ZVOLANEK'S BLUE SENSATION—Short crop—Of self a clear-est blue. Does not fade or change color in the strongest sun. Robust grower with mostly fours to a long stem. Extra large flowers.

ZVOLANEK'S IMPROVED PALE BLUE—The largest and clear-est pale blue or silvery blue introduced by anyone. A robust grower and mostly four flowers on extra long stems.

Price: 1 oz. 75c: 4 oz. \$2.50: 1 lb. \$6.00.

ZVOLANEK'S BLUE—For 14 years in commerce and still largely grown on account of pleasing and long stems.

ZVOLANEK'S BLUE BOY—H. Mitchell.

ZVOLANEK'S MARQUIS—True navy blue and a perfect orchid type.

ZVOLANEK'S IMPROVED LILAC—A very large lilac and if well grown, standards and wings will be double.

ZVOLANEK'S NUBIAN—Dark vines.

BLACK LADY—Dark maroon self.

Price: 1 oz. 50c: 4 oz. \$1.75: 1 lb. \$5.00.

Scarlet, Red, Dark Rose

ZVOLANEK'S RED HOOD—A true scarlet red. We have disseminated many early beautiful red Spencer, but no one red is as good for dark days in winter, specially for greenhouse culture. This variety, while only of medium size, is one of the earliest bloomers and will come sure for Xmas, when reds are most needed. Has very long stems. We believe this will be the leader for many years to come for Xmas cutting. Many Eastern orders on hand already.

Price: 1 oz. \$1.75: 4 oz. \$4.00: 1 lb. \$15.00.

ZVOLANEK'S KANSAS CITY—Fine large Xmas Red color; A color by itself, large red flowers with extremely long stems and all fours.

ZVOLANEK'S PERFECTION—Dark pink or bright dark rose of very large size, practically the same type as Zvolanek's Rose. Holds colors to the last. One of the most popular variety in the Southwest.

Price: 1 oz. 75c: 4 oz. \$2.00: 1 lb. \$6.00.

ZVOLANEK'S BEAUTY—Clear fiery dark rose; a color by itself. Very large flowers which are wide apart, consequently making large bunches when cut.

ZVOLANEK'S CARMINE—A very robust grower on extremely long stems with nearly all fours to the stem. Slightly darker than Zvolanek's Beauty.

ZVOLANEK'S RED—The largest and best of all existing red sweet peas, and holds its dark color to the very last; also excellent for outdoors. In commerce 18 years.

VULCAN—Bright red. Very promising.

GLITTERS—Orange scarlet. Very large.

GRENADIER—Scarlet.

Price: 1 oz. 50c: 4 oz. \$1.75: 1 lb. \$5.00.

Art and Fancy Colors

ZVOLANEK'S XMAS TRIUMPH—A wonderful pink and white. Very dark brilliant pink standard, white wings and cream keel. A strong grower with extra large flowers. Holds its color throughout until the last. A leader in its class.

ZVOLANEK'S XMAS GEM—The same color as the famous Xmas Pink, only double the size. Extra robust grower with mostly four large flowers to a long heavy stem. The largest pink and white on the market.

ZVOLANEK'S XMAS PINK ORCHID—This is one of the florists favorites for 20 years. Keeps its color well for days without fading, and recommended by everyone.

YARRAWA—Almost the same as the former in color and habit, only the standard is more hooded.

ZVOLANEK'S VEILED LADY—White, striped orange, very large wavy flower, same shape and size as Zvolanek's Rose. 1926 introduction.

ZVOLANEK'S LAVENDER VENUS—The same type of flower as Zvolanek's Venus except that the edge of standard is lavender instead of pink, showing a clear cut edge of lavender. Long stems, mostly fours, seed spotted same as all lavenders. Something new in color.

GUDEMORE—Color is yellow, marbled with pink. It is one of the most artistic sweet peas, and fits in almost any design.

GOLDEN ORCHID—Canary light yellow, white seeded.

ZVOLANEK'S PRIMROSE—Cream color flushed with pink and bronze edges, extra large flowers with nearly all fours to a long stem.

Price: 1 oz. 75c: 4 oz. \$1.75: 1 lb. \$5.00.

Mixed Sweet Peas

The last few years we have had a big call on Early-Flowering Mixture, especially from florists who sell seed as a side line to their clients. Our Mixture cannot be duplicated anywhere. We are using only the best of the largest varieties and for the convenience of the florists we are raising several kinds.

PINK MIXTURE—Which consists only of pinks from lightest to darkest.

ORANGE AND SALMON—Only the most firey colors.

WHITE MIXTURE—White and black seeded.

LAVENDER MIXTURE—Many lavender and light blue.

RED MIXTURE—All colors of red and scarlet.

Price: 1 oz. 40c: one half pound \$2.00: 1 pound \$3.50: over 10 pounds 2.50 per pound.

ZVOLANEK'S GRAND MIXTURE—One row of this mixture is a revelation in a garden row. It consists of all the best colors, properly graded and at least 150 varieties, including many novelties never seen before. Any retail florist should have a quantity on hand to please their customers.

Price: 1 oz. 40c: one half pound \$2.00: one pound \$3.00: over ten pounds \$2.00 a pound net.

ZVOLANEK'S LIMIT OR GIANT SWEET PEA—These sweet peas are the largest in existence and we do firmly believe they are developed to the point where size of bloom must cease. They are not commercial varieties, but are excellent for exhibition purposes. They should be grown at about the same temperature as other sweet peas until buds begin to show, then the temperature should be gradually raised. They require from ten to fifteen degrees more heat than other winter flowering types or they will not open. Sometimes they even require a little help before they will open. A poor seeder, necessarily the price will always be high.

ZVOLANEK'S XMAS PINK LIMIT—Pink and white.

ZVOLANEK'S RED LIMIT—Bright red.

ZVOLANEK'S WHITE LIMIT—Black seeded white.

ZVOLANEK'S PRIMROSE LIMIT—Cream suffused with bronze and pink.

Price: 1 oz. \$4.00: 4 oz. \$12.00.

ZVOLANEK'S WINTER FLOWERING SEMI-CUPID—Dark pink. This is our new type of early flowering sweet pea. It grows only about 18 inches high, does not climb but creeps like the verbenas and is covered with masses of very large flowers with exceedingly long stems from 8 to 12 inches. They make an excellent border for outdoor planting, or they can be used as a pot plant just like the cyclaman. Color pink and white.

Price: 1 oz. \$2.00: 4 oz. \$6.00.

WINTER FLOWERING SEMI-CUPIDS MIXTURE—Containing about 18 colors. (Also see Novelties.)

Price: 1 oz. \$1.50: 4 oz. \$5.00.

Zvolanek's Winter Flowering Cupid Sweet Peas

We have had this type of creeping sweet pea for several years but have not introduced them as they are only suitable for pot plants or for a border outdoors. We do not recommend them as a commercial variety, but they are excellent as a novelty. Large flowers with stems from 6 to 8 inches long.

ZVOLANEK'S XMAS PINK CUPID—Pink and white.

ZVOLANEK'S BLUE CUPID—Same color as Zvolanek's blue.

ZVOLANEK'S PALE BLUE CUPID—Pale Blue.

ZVOLANEK'S WHITE CUPID—White seeded white.

Price: 1 oz. \$1.00.

We do not sell less than one ounce of each variety. If you wish to have more colors, better a mixture.

Outdoor Planting

Our early or Winter Orchid—Flowering Sweet Peas are more sure. They come three to four weeks earlier if planted in spring, produce a big and long-lasting crop and can be sown practically every day in the year, in semi-tropical climate, with very little protection.

They will bloom from 60 to 100 days after sowing, according to the climate.

Warranty

All varieties in this list are true and fixed as represented. Should any mistake occur by us, we will return the full amount paid for the seed or replace the same, but we will not be responsible for a failure caused by climatic conditions or neglect of the grower. We are interested in your sweet peas, even after the seed has germinated, and any questions will be cheerfully answered.

Most of the commercial varieties will be ready to ship about the middle of July. Please send your order early. We are usually sold out early each year, and perhaps of such varieties as you may need. In case of shortage or failure of crop we will take the liberty of substituting with the best and nearest color, as this list is made out just before the harvest, and we are not yet certain about the crop. If no substitute is wanted mark your order "No Substitute."

Short Commandments on Sweet Pea Culture

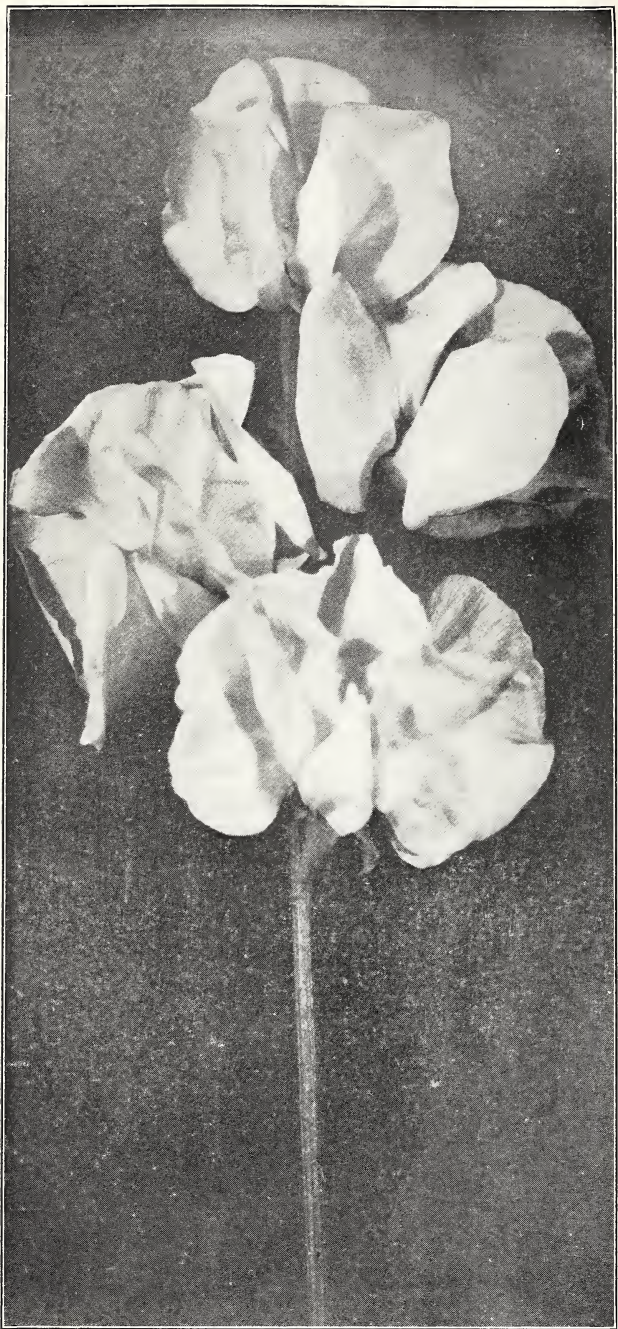


1. Any soil is good except heavy clay or too much sand for Sweet Peas.
2. Work the soil at least 18 inches deep, 2 feet is better, with plenty of rotten stable manure. Cow manure is best, use some lime and crushed bone.
3. Tramp the soil down firm; never plant in loose soil.
4. Take the hose and water down to the base. Let stand a few days until moderately moist.

NEVER PUT THE SEED IN TOO WET SOIL.

5. Rake off the surface nice and smooth, make rows and drop seed not over two inches deep, and two inches apart. Rake off again. **DO NOT WATER UNTIL ALL THE SEED IS UP AT LEAST HALF AN INCH OUT OF THE SOIL.** (Nine-tenths of the failures are caused by watering too soon). When the seed is all up give a good soaking about once a week. It is better to keep moisture below than on top. Do not plant sweet pea seed when the weather is too hot, shade the glass first.
6. When all the seed is up, thin to at least 6 inches apart, if outdoors, cover the rows with old strips of wire netting to protect the young plants from birds. All birds like the tender young sweet pea shoots when just out of the ground.
7. Look from the start for Green Aphis. They are the greatest enemy. When you discover any, take the spray gun at once load it with one part of 40% nicotine and 400 parts of water, if the sweet peas are outdoors, in the greenhouse 1 to 600 will do if you spray them in time, or use Nico Dust 6%. Shoot any black birds that are around your sweet peas. They do not pick on the Aphis as many people think, but they feed most exclusively on the lady bugs, who are the greatest exterminator of Aphis. Protect all frogs, they feed only on insects. Build them little water ponds where they will propagate quickly and they will keep your garden free of insects.
8. Give the young plants good substantial supports so that they can climb from the start and have a chance to produce nice straight flowering stems. Crooked stem flowers are worthless.
9. When the plants begin to bloom give them liquid manure water often, it will produce 100% better flowers. Cow manure or a weak sheep manure solution is the best.
10. Pick daily, even the poorest flowers; it will lengthen the flowering season. Always keep the surface earth loose to about two inches. Never allow any crust to form on top.

We will send a package of mixed seed free to any public institution upon request from proper authorities.



ZVOLANEK'S SWEETHEART

(Reduced in size)

